



KONICA MINOLTA

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FOR IMMEDIATE RELEASE

Transforming the Service Experience Helps Konica Minolta Healthcare Maintain its Leadership in Customer Satisfaction

Wayne, NJ, August 2, 2018 – At Konica Minolta Healthcare Americas, Inc., a customer-centric approach is evident by the company’s consistent top ratings from MD Buyline for its exceptional digital radiography platform and customer service. In the second quarter 2018 report Radiographic Units, Digital and Conventional, Konica Minolta again achieved the highest Composite User Satisfaction Score and was the only company to achieve the number one rating in all categories. The company has held the top spot for 9 consecutive quarters. MD Buyline released a separate report rating Flat Panel Detectors and Konica Minolta has held the highest score in Composite User Satisfaction since the report’s inception.

“At Konica Minolta Healthcare, our approach is to simply and consistently deliver a frictionless customer experience through our number one rated customer focus teams. This philosophy permeates through every aspect of the organization,” says Kevin Chlopecki, Vice President of Service Operations. “Customers are requesting more from their healthcare equipment partners and we are successfully meeting their demands through predictive intelligence, enhanced clinical outcomes and real-time result analytics. We’re dedicated to providing simple solutions to partners and the patients they serve while constantly exceeding expectations.”

Konica Minolta is leading with its latest technology innovations and advanced imaging analytics such as the AeroDR® HD Flat Panel Detector and Realism™, cutting-edge image processing that delivers a new level of clarity and detail for superior visualization within soft tissue and bony structures.

AeroRemote™ Insights has quickly become an indispensable tool for customers. This unique monitoring and analytics system makes it far simpler and more efficient to manage digital radiography assets, run a more productive imaging department and deliver a better experience for patients.

Yet, it is often the one-on-one interaction between Konica Minolta’s service team and customers that make a lasting impression.

Seema Mislmani, Director of Radiology at Las Palmas Medical Center, an HCA Healthcare facility, says that the minimal downtime, excellent image quality and reliable, user-friendly equipment have improved the delivery of patient care and

Better decisions, sooner.

increased department productivity by up to 40%. “We get great service from the field engineers when they come to conduct preventative maintenance on the Konica Minolta equipment. They are very thorough, friendly and informative.”

Part of Konica Minolta Healthcare’s customer-centric approach is to listen and respond to their customers’ needs. “The primary reason we’ve stayed with Konica Minolta Healthcare has been customer service,” says Michael Vaughn, Radiology Supervisor, Reid Health Hospital. “Their applications specialists are fantastic educators and eager to do what they can to keep the customer happy. It’s nice to have an organization that puts the customer first.”

Reid Health Hospital, the health system’s flagship facility, generates an average of 60,000 radiography exams each year. The hospital has two radiography rooms and several portable units that have all been retrofitted to AeroDR wireless flat panels. A few satellite clinics are using Konica Minolta Healthcare CR solutions as well.

“The bottom line is that consistently ranking number one with MD Buyline for so many consecutive quarters is not a fluke,” says Steven Eisner, Sr. Product Manager, Konica Minolta Healthcare. “We take customer satisfaction very seriously and invest in the people and technology that enable us to deliver an excellent customer experience.”

About Konica Minolta Healthcare Americas, Inc.

Konica Minolta Healthcare is a world-class provider and market leader in medical diagnostic imaging and healthcare information technology. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer’s needs and helping make better decisions sooner. Konica Minolta Healthcare Americas, Inc., headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE:4902). For more information on Konica Minolta Healthcare Americas, Inc., please visit www.konicaminolta.com/medicalusa.